Content types 2: Listicles, resource compilations

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Types of content you can create

- Lists allow you to quickly write a lot of information and they allow the reader to easily scan those pieces of information
- People like lists because they know exactly how much stuff they're getting (ex.: 8 tips to do x) and they're easy to digest

- **Listicles**

- List + article = listicle
- There are already tons of listicles on the internet, but the number is continuously increasing
- You can make listicles about your product or about something related to your industry that your customers might be interested in
- Make your titles intriguing so people are curios to click on your article
- Listicles are very flexible - they can be images, links, videos, or just written information

- **Resource compilations**

- These are lists of helpful resources, usually with links to each one
- An important benefit of creating resource compilations is link building
- If you link to other people's stuff, they are very likely to link back to you, increasing the SEO value of your page
- Think about what kind of resources your audience might benefit from
- Look at your bookmarks and do research to curate the best resources